Scope we tested

- **3 expert tests + 1 “half expert” test**
  - Points of scenario:
    - Inquiries flows for groups travels or guided tours
    - Plane ticket booking
    - Trips and adventures search (G adventures)
    - Insurance
  - The full scenario is attached to the presentation and will be provided during the final presentation.
Colour codes

- **Excellent feedback**
  Received a very positive feedback in most cases

- **Minor flaw**
  Minor UI flaws, not really affecting usability

- **Error**
  Makes the usability harder to a certain extent, but does not stop the user flow

- **Critical error**
  Makes the usability significantly complicated, triggers emotional response
Plane ticket booking

- Basic understanding of the flow.
- It is not possible to search for countries, the results displayed are not related too - this makes destination search harder.
- Plane ticket menu on a new page - it seems to be an ad or a fake site (it is not unified, chaotic, contains too many colours)
- The value proposition seems to be absent
- New page (search results) seems to be totally independent
- Detailed search seems to be not detailed enough - users want to search based on more details
Plane ticket booking

The dropdown doesn’t show the country, but shows other things that weren’t searched for.

All airports in a city are shown.

Too many submenus in the plane ticket menu (too many submenus in general).

‘From’ and ‘where’ are switched (not in logical order).

Number of travellers - the users think it is the same as group travels and can only contain 9 travellers.

Date picker is good, but could have a more up-to-date design.
Search for trips and adventures

Users would like to see the details prior to the dates, they should be prioritized.

CTA can be found easily.

Users would like to book the trip right away.

Program description was not noticed.

Offer - predefined options are missing, it is too manual.

On the last page ‘39 trips’ appear, but here it doesn’t, the search bar is missing as well.
Local impressions - Hungarian market

- Collector page, good deals, plane ticket booking page
- Crowded, unorganized
- There’s no unified branding
- Language is not unified (e.g. typos, wording)
- **Distrust**

...and the international pages

- Clearer, more organized
- Clear-cut, the 4 most important elements are highlighted
- The wording expresses the goal of the page more (just enough, informative text)
  - Experience is prioritized
- **Seems to be reliable**
Proposal for modifications

- All in all: ‘if we copy the international site as it is, lots of problems will be solved’
- Prioritise more important elements (plane ticket booking, offers CTA, program information, etc.)
- Make clear what G adventures mean (what it is, prioritise it), put it at the end of plane ticket booking flow
- **Connecting services to be put in one flow** (plane ticket - accommodation - trips - insurance)
- Make manual tasks easier, e.g. with **dropdowns, checkboxes**, etc.
- **Microcopy**: less but more informative text
- Feedback, e.g. ‘Thank you for your inquiry, we will send you an email soon. Until that you can browse our offers.’ + CTA
- Rephrase inquiry (so that users will not only want to book): **emphasize organizing together, prioritise experiences**
- **Make the UI clearer**: less, more organized elements, adjust sizes, etc. (the international site is a perfect example - standard search bar suggests reliability)